

Evaluating a School Food Service Customer

(Information to help you decide if your farm and their system is a good sales match)

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Name of School or School District

Name of Food Service Director

Address

Phone

Fax

Email

Name(s) of others who might be involved in ordering, menu plans, promotion, etc.

of Lunches served per day

of Breakfasts served per day

of Schools or feeding sites

of sites where cooking occurs

Is there a Summer Feeding program?

If so, how many lunches per day?

1. **There are many reasons why a school district or a food service manager decides to buy locally grown foods.** These include improving color/taste/variety of food, increasing consumption of fruits and vegetables; improving freshness or nutritional value of foods; increasing overall meal participation rate; supporting local farms or economy; gaining positive p.r. for the food service; building partnerships within the school system or the community. **What might be your school's main reason or reasons for offering locally grown foods?**

2. **Here are some ways that schools approach including local foods in the meals program. Which of these might be of interest to you?**
 - buy all locally grown foods whenever available
 - highlight all locally grown foods on your printed menus
 - buy and highlight only one or two local products each month
 - educate students about what's local
 - incorporate seasonal availability of local foods into your menu planning
 - ask teachers or other school personnel to support your efforts
 - find or create educational materials for use within the cafeteria
 - promote your use of locally grown foods to increase # of lunches purchased
 - try to buy directly from local farmers
 - consider asking your current vendor to sell identified local farm products
 - first serve locally grown foods on a limited basis, such as at only one school
 - don't really know yet

3. What would be a typical order for fresh produce in mid-September?
(Not trying to find out what they pay for individual items, just a sense of "size")
Please express either in overall dollar amount or volume:

Is that monthly or weekly?

Major items:

4. What fruits or vegetables do you purchase unprocessed and prepare?

What fruits or vegetables do you purchase partially processed?

5. Do you currently have a salad bar, pasta bar, taco bar, etc. where raw products are used?
6. Are there other processed or unprocessed local products in which you would be interested, if they could be found (such as pears, plums, cranberries, cranraisins, apples, peeled butternut squash, whole or diced onions, green peppers, leeks, zucchini, broccoli, chard, spinach, cauliflower, green beans, carrot coins or sticks, cabbage, coleslaw mix, potatoes, lettuce, apple cider, milk, cream, butter, cheese, ice cream, eggs, maple syrup, honey, applesauce, jams, mushrooms, potato chips)?
7. How many locations do you have produce delivered to? How many times per week and at what times?
8. How do you prefer to place orders? How often do you order (specific day)?
- ☐ Telephone
 - ☐ Fax
 - ☐ E-mail
 - ☐ Other
9. When would you like to start buying local products?
10. What are your procurement procedures and how long will it take for your payment to be received?
11. Would you like help finding promotional or educational materials related to providing local foods? Posters? Menu blurbs? Recipes? Info about farm tours?